

### **Amendments to the Claims:**

This listing of claims will replace all prior versions and listings of claims in the application.

### **Listing of Claims:**

1. (Currently Amended) A computer-implemented method of generating audience analytics comprising:

providing, by a computer, a database containing a plurality of user input pattern profiles representing a group of users of a terminal device, wherein the computer communicates with the terminal device over a network, the network comprising one or more of the Internet and a nodal television distribution network, wherein each user of the group is associated with one of the plurality of user input pattern profiles;

detecting, by the computer, a user input pattern based upon use of the terminal device by a current user;

dynamically matching, by the computer, the user input pattern of the current user with one of the user input pattern profiles contained in the database;

identifying, by the computer, the current user based upon dynamic matching of the user input pattern generated by the current user with one of the user input pattern profiles;

processing, by the computer, each user input pattern profile to identify a demographic type;

providing, by the computer, a plurality of biometric behavior models wherein each biometric behavior model identifies a unique demographic type;

comparing, by the computer, each user input pattern profile against the plurality of biometric behavior models to match each user input pattern profile with one of the biometric behavior models such that each user input pattern profile is correlated with one demographic type; and

generating, by the computer, an audience analytic based upon the identified demographic types.

2-42. (Canceled)

43. (Previously Presented) The method of claim 1 wherein the user input pattern of the current user comprises clickstream data.

44. (Previously Presented). The method of claim 1 wherein the clickstream data relates to particular Web sites visited by the user or the duration of visits to the Web sites.

45. (Previously Presented) The method of claim 1 wherein the database providing step comprises generating a user input pattern profile for each user based upon clickstream data generated by the user when using the terminal device.

46. (Previously Presented) The method of claim 1 wherein the user input pattern comprises one or more of user keystroke data, mouse usage data and remote control usage data.

47. (Previously Presented) The method of claim 1 wherein the terminal device comprises one of a computer and a set top box.

48. (Canceled)

49. (Previously Presented) The method of claim 1 further comprising transmitting one or more of targeted content and targeted advertising to the user in accordance with the dynamically-matched user input pattern profile.

50. (Currently Amended) A computer-implemented method of generating audience analytics comprising:

providing, by a computer, a database containing a plurality of user input pattern profiles representing a group of users of a terminal device, wherein the computer communicates with the terminal device over a network, the network comprising one or more of the Internet and a nodal television distribution network, wherein each user of the group is associated with one of the plurality of user input pattern profiles;

using ~~one or more of a clickstream algorithm, a tracking algorithm,~~ and Bayes classifier algorithm and an affinity-day part algorithm to generate the plurality of user

input pattern profiles;

detecting a user input pattern based upon use of the terminal device by a current user;

dynamically matching the user input pattern of the current user with one of the user input pattern profiles contained in the database;

identifying the current user based upon dynamic matching of the user input pattern generated by the current user with one of the user input pattern profiles;

processing each user input pattern profile to identify a demographic type;

providing a plurality of biometric behavior models wherein each biometric behavior model identifies a unique demographic type; comparing each user input pattern profile against the plurality of biometric behavior models to match each user input pattern profile with one of the biometric behavior models such that each user input pattern profile is correlated with one demographic type; and

generating an audience analytic based upon the identified demographic types.

51. (Currently Amended) A system for generating audience analytics, the system comprising:

means for providing a database containing a plurality of user input pattern profiles representing a group of users of a terminal device, wherein each user of the group is associated with one of the plurality of user input pattern profiles;

means for using one or more of a ~~clickstream algorithm, a tracking algorithm,~~ Bayes classifier algorithm and an affinity-day part algorithm to generate the plurality of user input pattern profiles;

means for detecting a user input pattern based upon use of the terminal device by a current user;

means, responsive to the means for detecting the user input pattern, for dynamically matching the user input pattern of the current user with one of the user input pattern profiles contained in the database;

means for identifying the current user based upon dynamic matching of the user input pattern generated by the current user with one of the user input pattern profiles;

means for processing each user input pattern profile to identify a demographic

type;

means for providing a plurality of biometric behavior models wherein each biometric behavior model identifies a unique demographic type;

means for comparing each user input pattern profile against the plurality of biometric behavior models to match each user input pattern profile with one of the biometric behavior models such that each user input pattern profile is correlated with one demographic type;

and means for generating an audience analytic based upon the identified demographic types.

52. (Currently Amended) A system for generating audience analytics, the system comprising:

means for providing a database containing a plurality of user input pattern profiles representing a group of users of a terminal device, wherein each user of the group is associated with one of the plurality of user input pattern profiles, wherein the plurality of user input pattern profiles are generated from a Bayes classifier algorithm and an affinity-day part algorithm;

means for detecting a user input pattern based upon use of the terminal device by a current user;

means, responsive to the means for detecting the user input pattern, for dynamically matching the user input pattern of the current user with one of the user input pattern profiles contained in the database;

means for identifying the current user based upon dynamic matching of the user input pattern generated by the current user with one of the user input pattern profiles;

means for processing each user input pattern profile to identify a demographic type;

means for providing a plurality of biometric behavior models wherein each biometric behavior model identifies a unique demographic type;

means for comparing each user input pattern profile against the plurality of biometric behavior models to match each user input pattern profile with one of the biometric behavior models such that each user input pattern profile is correlated with

one demographic type; and

means for generating an audience analytic based upon the identified demographic types.

53-59. (Canceled)

60. (Previously Presented) The system of claim 52 wherein the terminal device comprises a computer.

61. (Previously Presented) The system of claim 52 wherein the terminal device comprises a television set top box.

62. (Previously Presented) The system of claim 52 wherein the steps are implemented in a computer, and the computer communicates with the terminal device over a network.

63. (Previously Presented) The system of claim 62 wherein the network comprises the Internet.

64. (Previously Presented) The system of claim 62 wherein the network comprises a nodal television distribution network.

65. (Canceled)

66. (Previously Presented) The system of claim 52 further comprising transmitting targeted content to the current user in accordance with the dynamically-matched user input pattern profile.

67. (Previously Presented) The system of claim 52 further comprising transmitting targeted advertising to the current user in accordance with the dynamically-matched user input pattern profile.